

world**AIDS**day



# **World AIDS Day Campaign Activities report 2003**

**INTERNATIONAL FEDERATION OF MEDICAL  
STUDENT'S ASSOCIATIONS - IFMSA**

***STANDING COMMITTEE on REPRODUCTIVE HEALTH  
including AIDS - (SCORA)***

*for the Lib  
from IFMSA*







HIV/AIDS is the biggest health disaster in the world today, affecting the lives of millions of people, and potentially threatening the very survival of many communities. According to estimates from the Joint United Nations Programme on HIV/AIDS (UNAIDS) and the World Health Organization (WHO), 42 million adults of whom 3.2 million children were living with HIV at the end of 2003.

**Stigma and discrimination** was the theme of the two-year World AIDS Day Campaign 2002-2003. With its focus on stigma and discrimination, the Campaign encouraged people to break the silence and the barriers to effective HIV/AIDS prevention and care. Only by confronting stigma and discrimination will the fight against HIV/AIDS be won.

The Standing Committee On Reproductive Health including AIDS (SCORA) acts worldwide to improve reproductive health and its delivery, effectively serving medical students and communities through training, raising awareness campaigns and advocacy. Being young and caring about the future and our enthusiasm are our values that keep us on our way.

SCORA led various activities on the occasion of World AIDS Day 2003 (WAD) in no less than 22 countries. The activities targeted four main groups of society, namely University students, younger students in secondary/high schools, youths in general, and the general public, thereby reaching a wide spectrum of the whole population in these countries.

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This report was compiled from the activities reports submitted by the National Officers on Reproductive Health including AIDS (NORAs) from the following countries:

1. Austria
2. Brazil
3. Catalan countries
4. Czech republic
5. Egypt
6. Finland
7. Germany
8. Greece
9. Hungary
10. Israel
11. Japan
12. Latvia
13. Lebanon
14. Malta
15. Peru
16. Poland
17. Serbia and Montenegro
18. Slovenia
19. Spain
20. Sweden
21. The Netherlands
22. Turkey







## Activities for University Students

SCORA celebrated World AIDS Day in a large number of Universities, each country having different activities. From distribution of Red Ribbons and leaflets to lectures, seminars, conferences and discussions, a total of 20 different activities were organised.

### *Distribution of Red Ribbons/ Information Leaflets/Flyers*

Huge Red Ribbons were put up at several faculties in Spain and Spain-Catalonia. A number of stands were set up at Universities in Brazil, the Czech Republic, Greece, Peru, Poland and Malta, where information leaflets, red ribbons and condoms were distributed.



SCORA in Brazil









**Information Stand – Czech Republic**

### ***Free Blood Tests and Drug Donation***

Free and anonymous blood tests for HIV, Syphilis and Hepatitis were carried out at the Faculty of Medicine and at the main Technion University Campus in Haifa, Israel throughout the Aids Awareness Week. In Egypt, a drug donation campaign was carried out at the Faculty of Medicine, aimed at collecting expensive drugs for people who are in need especially AIDS patients as the target group. The drugs were collected, sorted according to their types, and given out to AIDS patients admitted to hospital.



**Activity in Israel**







### *Seminars, Workshops, Conferences and Lectures*

A number of HIV/AIDS Seminars and Workshops were organised in Serbia & Montenegro, Spain, Sweden and Turkey. Special lectures about AIDS and major innovations in the field were held in Israel, together with a lecture by an HIV carrier and a special screening of the movie 'Philadelphia'. Other lectures and talks for medical students were given in Japan, Malta, Poland and Turkey.

Scientific Conferences on HIV/AIDS were also organised such as 'AIDS – Science and society, future and prejudice' held in Greece. This was a full day conference with speeches made by doctors, medical professors, a HelMSIC representative, sociologists and artists. A half day conference entitled 'A scientific and social approach on AIDS' was organised in Alexandroupolis with speeches made by doctors, medical professors and a HelMSIC representative.

'Love, Sex and HIV' was another conference held in Warsaw, Poland, for about 130 Medical Students. During a Medical Conference about HIV/AIDS in Poznan, Poland, stress was placed on the psychological aspects of HIV. A two-day Workshop was organised in Japan with the theme being "How to give sex education to adolescents?" Several people gave lectures on this topic and SCORA-Hokkaido was given about an hour to run a short version of their peer education program. Teachers trained Medical Students in Spain-Catalonia during a training seminar that lasted five days, where the teachers explained all issues regarding HIV.

"HIV/AIDS in Finland and Around the World" was a seminar organized by FiMSIC in Kuopio, Finland at the end of October, and was supported by Physicians for Social Responsibility (PSR-Finland). The seminar included a poster exhibition on HIV/AIDS-topics, prepared by the participating students from all medical faculties in Finland. The exhibition was on display in Kuopio until the last week of November and was then sent to Turku to be displayed during the week of WAD. In conjunction with the poster exhibition, an information stand advertising WAD was also put up in Turku. The Finnish Aids Council helped in putting together this information stand on WAD and the world AIDS situation.

### *Piazza Café*

In Malta, a tent was erected on Campus on 1<sup>st</sup> December, where students were treated to free coffee and cake, while singers, musicians and artists created the appropriate atmosphere. Medical Students performed an Outreach Campaign throughout the day.









Pjazza Café in Malta

### ***Petition & HIV/AIDS Declaration***

A petition was signed by about 60 students in The Netherlands, stating that drugs used in the treatment of HIV/AIDS should be made available for all who need them. In Malta, MMSA-SCORA called on 21 Youth and Student Organisations who all signed an HIV/AIDS Declaration during a press conference on Campus on 1<sup>st</sup> December. The Head of the Genito-Urinary Clinic and STIPC Chairman was also present as well as a representative of the Health Promotion Department. The Declaration can be downloaded from <http://www.mmsa.org.mt/wad/2003/index.htm>

### ***Discussions***

'HIV – Stigma & Discrimination at the place of work' was a discussion held at The Medical School Conference Hall, St Luke's Hospital, Malta. The discussion was aimed at trade unions, employers, company doctors, medical students and health professionals. A number of trade unions were invited. Companies such as Brandstätter and ST Microelectronics were on the panel. This event was followed by a reception at the Medical School itself.

### ***Other Activities***

In Germany, Medical Students created three short movies to inform the students about WAD. A lottery was organised in which participants were asked to wear red tops on 1<sup>st</sup> December, and a photo was taken of each participant holding a condom (photos can be







seen at [www.sicher-verliebt.de](http://www.sicher-verliebt.de)). Participants had the chance to win a romantic weekend in Paris. Other movies were shown in Greece and Turkey. An art competition entitled 'Live and Let Live' was advertised at the main Universities and schools of Lebanon, inviting students to submit artworks expressing Stigma and Discrimination. Eleven works were submitted and the best four were awarded valuable prizes. On the other hand, in Malta, an art exhibition was put up on Campus, depicting paintings related to Stigma and Discrimination. Body painting was also offered to students at the University of Malta. In Egypt, a questionnaire was prepared to measure the awareness of medical students about AIDS.



Red Top Competition – Germany

### Activities for Secondary/High School Students

SCORA also educates students attending Secondary, Post-Secondary, and High School Students by delivering talks and conducting Peer Education sessions. These sessions are more effective than any ordinary lecture or lesson, as the students don't consider us as figures of authority, but rather as one of them, living in the same tangible reality they themselves live in.







### ***School Action***

Medical Students in Munich, Germany, sent a letter to almost 400 schools, to remind teachers and pupils about WAD and encourage them to do something special on this day, like having sex education sessions, giving information about HIV/AIDS or writing an article for their school magazine. Although the Curriculum of German schools specifies that sex education should be taught, many teachers often fail to educate their pupils in sexual matters. With this letter GeMSA tried to show teachers and pupils alike that there are many organisations providing this kind of education. Unfortunately only a few schools replied, and just about 300 pupils received a sex education session. In Leipzig, Germany, a special lecture on HIV/AIDS was given to around 200 students.

### ***Educational Drama Theatre***

Members of IFMSA-Serbia and Montenegro together with a number of the country's celebrities ran a workshop combined with educational drama theatre on WAD for school pupils during the launch of Y-Peer Serbia and Montenegro.

### ***Art***

A two-day exhibit was organised by the National AIDS programme in Lebanon and involved many NGO's. Movies, games, a small art contest, and a poetry contest, were all designed in an exhibit room in order to attract school students and inform them about HIV/AIDS and about the danger of discrimination, in an interactive manner.

## **Activities for the Youth Population**

Besides raising awareness and educating young people at Universities and schools, SCORA also targets the youth population at large, which includes young people who do not follow a course at University, or do not attend schools. This is done by organising a number of activities which are popular among the young.

### ***Concerts***

A total number of six concerts were held in Greece, Lebanon, Malta and Slovenia. 'AIDS and Music' was a concert given by a Greek singer and song writer in Crete on the 30<sup>th</sup> of November. In Athens, Medical Students participated and distributed condoms at a concert organised by the Doctors of the World on 1<sup>st</sup> December. On the same day, a four-hour concert was held in Slovenia, with five popular Slovene groups, followed by an information programme on HIV/AIDS for about 15,000 people.









**Concert in Slovenia**

The 'Live and Let Live' Concert was held in Malta on the 30<sup>th</sup> of November. It was held at a popular shopping mall in the heart of Malta's nightlife centre. Bands of top local talent performed for free. The focus was on killing Stigma and Discrimination, as well as educating the public on HIV/AIDS issues. Leaflets and red ribbons were also given out during an Outreach.

Medical Students in Lebanon organised two fundraising concerts. "No for discrimination" was a classical concert held on the 2<sup>nd</sup> of December. The majority of the public were university students, professors and administrators. A speech focusing on Stigma and Discrimination of AIDS patients was given. 1500 \$ were raised for HIV/AIDS patients in Lebanon. A Rock concert which raised 2000 \$ was also organised on 1<sup>st</sup> December attracting the youngest population of schools students.

### ***Fundraising Parties***

SCORA also organised a number of parties. On 29<sup>th</sup> November, a big WAD Party was held in the Netherlands, in which the three biggest clubs in Rotterdam cooperated, where about 5,000 people turned up for the event. Money was collected for STOP AIDS NOW! More information about this party can be seen on [www.no-virus.nl](http://www.no-virus.nl). Parties were







also held in Germany to raise money for German AIDS Aid, as well as in popular clubs in Serbia & Montenegro. In Malta, a party was also held after the 'Live and Let Live' Concert on 30<sup>th</sup> November. Condom Parties were held in Israel and Spain, in order to raise awareness on the use of condoms.

### ***Outreaches***

Medical students hit the streets of various nightlife hotspots in Malta, speaking to the public on sexual health issues including HIV/AIDS. Beer mats with prevention messages and GU Clinic contact details were distributed along with red ribbons, the international symbol of AIDS Awareness. The importance of this is that the public had the opportunity to speak to medical students and clarify any queries or misconceptions related to HIV/AIDS. The same was done in 6 nightclubs in Riga, Latvia, where SCORA members gave out condoms and talked to people about WAD and HIV/AIDS

### ***Movies***

A movie week for young people showing topic-related films was organised in Hannover, Germany, where information about HIV/AIDS was given along with free condoms. The film 'Kids' by Larry Clark was shown in Slovenia and in Patras, Greece. The Greek film 'Wild Nights' was shown in Athens.

### ***Youth Forum***

A two-day forum was held in Japan from 29<sup>th</sup> – 30<sup>th</sup> November. Programmes were run by youth; all involved in HIV/AIDS related NGOs within Asia and The Pacific Ocean region, as well as by SCORA-Hokkaido and SCORA-Tokyo.

## **Activities for the General Public**

Activities aimed at the general public are the most numerous, as various media can be used to reach thousands of people. SCORA members around the world take to the streets to speak the public on issues related to HIV/AIDS and Sexual Health, inviting them to fight Fear, Shame, Ignorance and Injustice worldwide.

### ***Distribution of Red Ribbons/ Information Leaflets/Condoms/Flyers***

Stands are put up in every major city and information leaflets, red ribbons, balloons, condoms and flyers are give out on the streets. Thousands of people in Austria, Greece, Hungary, Israel, Latvia, Peru, Malta, Slovenia, Spain, Spain-Catalonia, Sweden and Turkey were reached in this way.







**Information Stand in Austria**

### ***Fundraising for NGOs***

Besides the fundraising parties, SCORA also carried out other fundraising activities in five countries. 2276.41 Euros were collected in The Netherlands for STOP AIDS NOW! A national fundraising campaign for a local peer education project in Butare, Rwanda working with HIV-prevention and sexual health issues was the main theme of this WAD in Sweden. This project was coordinated in Rwanda by NORE Anna Wennerholm. A sum of around 350USD has been fundraised and was handed over directly to the peer educators in January in Uganda by LORA Anna Oskarsson and NORA Julia Jacobsson.

SCORA in Finland organised the Christmas Card Fundraising Campaign. Medical Students made Christmas cards with a tag reading "I have donated X sum of money to X project of X NGO for you – Merry Christmas". The donator can give the card forward as an "alternative Christmas present". During the WAD-week, an information stand was put up, with HIV/AIDS information, the global AIDS situation, and the AIDS projects of the cooperating NGOs. Christmas cards and red ribbons were given to people donating any sum of money to the AIDS projects of the cooperating NGOs.







**Information Stand in Finland**

Penis and red ribbon cookies were sold in Austria and in The Netherlands. Material from the IgGb12 project in South Africa was sold for fundraising in Spain.

### ***Outreaches (Street Action)***

Outreach Campaigns were carried out in a number of countries such as Brazil, Greece and Hungary. SCORA-Israel reached about 10,000 people in this way. In Cracov, Poland, Medical Students were involved in oral consultations and answered questions about HIV/AIDS. Outreach Campaigns were carried out in other Polish cities. SCORA members in Malta also carried out an outreach in Valletta, as well as among sex workers to whom they spoke at length and gave condoms and lubricants.

### ***Candle Vigils***

MMSA and the Malta Gay Rights Movement organised a candle walk on 1<sup>st</sup> December in Valletta, Malta's Capital City. All NGOs and student organisations, politicians and the press were invited to participate. The event was also broadcast on the news. Candle walks were also organised in three Swedish cities; Umeå, Gothenburg and Lund on the 30<sup>th</sup> November and 1<sup>st</sup> December.







Candle Walk in Malta

'Let's Not Stay in Darkness' was an event held in Greece. 350 big red candles, in the form of a big red ribbon, were lit by several Greek celebrities (actors, singers, athletes, TV people). The event was accompanied with music and distribution of condoms, small red ribbons and leaflets, while 150 banners had been hanged all around the city. KEEL, The municipality of Thessalonica, The doctor's association of Thessalonica, and STOP Condom Company were cooperating partners. This event was heavily covered by the local and national media.







**'Let's Not Stay in Darkness' - Greece**

### ***Media***

The media is a very powerful tool to reach the masses. SCORA activities featured heavily in the media, both local and national, and thus hundreds of thousands of people were reached from the comfort of radio and TV studios. The Lebanese NORA was a guest speaker for a 2 hour talk show on Radio Mont Liban where more than 20 phone calls were received and topics like discrimination, prevention from HIV/AIDS were discussed very clearly and scientifically live on radio. Many phone callers shared the experience of HIV positive friends or family members who are being isolated from their work and entourage. The Greek activity 'Let's not Stay in Darkness' was also heavily covered by the local and national media. Activities in Valladolid in Spain were also aired on TV.

In Malta, MMSA-SCORA also featured heavily in the National media, with numerous daily Live TV and radio shows lasting all week up to WAD. Various articles also appeared in the printed media. The biggest exposure was a popular 2 ½ hour Live TV talk show 'Xarabank' with an estimated audience of 100,000 and is also streamed on the internet. 20 SCORA members were on the show, whilst Ralph Attard (NORA) took centre stage on the debate panel.







Ralph Attard on TV - Malta

***Sports to fight AIDS: football and basketball competitions***

SCORA Spain also chose sports to pass on the WAD message. In a match played on 3<sup>rd</sup> December, the football teams Real Madrid and Atlético de Madrid carried a big banner with the message "Let's Score a Goal to AIDS". In Oviedo, Spain, the football team Sporting de Gijón wore T-shirts with the slogan "Score a Goal to AIDS". A big banner was also placed in the centre of the ground before the match began.



'Score a Goal to AIDS' - Spain





In Basketball, during the match for the European League held on 27<sup>th</sup> November, medical students handed out leaflets, and a text on HIV/AIDS was read out during half time. The team Unicaja de Málaga gave the SCORA members gifts, which they raffled, raising 535 euros which were donated to ASIMA.

### *Other Activities*

Many other activities were organised to mark World AIDS Day. Street Theatre role plays were performed in Malta by the Malta Gay Rights Movement, as well as in Greece. Theatrical plays on AIDS were performed in São José do Rio Preto in Brazil. An exhibition on the history of HIV/AIDS over the past twenty years as well as a presentation of the Rwanda project took place at a local theatre in Sweden on the eve of WAD.

SCORA in the Czech Republic, Egypt, The Netherlands, Latvia and Spain-Catalonia issued AIDS & STI Quizzes and Condom Questionnaires. The latter were given out in the Czech Republic, where 75% do not carry any condoms, 20% carried 1 condom and 5% carried more than 1.



AIDS Questionnaires in Egypt





An Ecumenical Service was held in Latvia at the Riga Anglican Church in the City Centre. This was followed by a fire-torch light march through the city of Riga. The Swiss SCORA team designed a computer game called 'Catch The Sperm' (find the game at [www.achtungliebe.at](http://www.achtungliebe.at)). This was used in Austria to be played by the general public. On the eve of WAD, SCORA members in Lebanon and members of a Scout Organisation drove in Beirut by bikes, distributing pamphlets about AIDS. The SCORA AIDS sheet featured in Spain, where people could paint a message on the sheet.



**Fire-Torch Light March in Riga, Latvia**

A PowerPoint presentation created by a Polish SCORA member was sent via email to over 700 subscribers of mailing lists. Needless to say, thousands of posters and flyers were designed, printed and plastered over almost anything vertical in Brazil, Egypt and Malta. The Maltese photos, posters and flyers can be seen on <http://www.mmsa.org.mt/wad/2003/index.htm> About 15,000 Beer Mats were also designed, printed and placed on hundreds of bar tables across Malta's numerous bars, nightclubs, discos and restaurants.









